

YOUR MARKETING MONEY MAKERS

The only marketing strategies that will work for you are the ones you find easy, enjoyable and effortless.

Doing LESS is actually a more effective strategy.

On the next page, you'll find a list of marketing tactics to choose from.

Pick the ones that have worked for you in the past - the ones that you enjoy doing - and do more of that!

Take a few minutes and complete this simple activity to identify the strategies that you should be working on that will be the most effective for you AND ELIMINATE everything else.

- **CROSS OFF** any activity that you do not find easy, enjoyable and effortless.
- **CROSS OFF** any activity that you've tried that did NOT work.
- Put a **CHECKMARK** next to the activities that you have used that WERE successful.
- **CIRCLE** those that you find easy and enjoyable.
- **HIGHLIGHT** those that you find effortless because you're skilled or good at them.

The ones that have checkmarks, AND you've either circled or highlighted are the marketing methods that will be most effective *for you*.

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- NETWORKING:** Actively participating in groups, events, meetings, activities where you spend time talking to and getting to know those individuals that might fit your ideal client type.
- REFERRAL MARKETING:** Adding tremendous value to your ideal client and centers of influence, having a proactive and remarkable service model, engaging with clients to elicit feedback, joint initiatives with centers of influence.
- PUBLIC SPEAKING:** Hosting workshops or seminars, speaking at HR or industry events, teaching, creating videos.
- PUBLISHING:** Writing white papers, articles, blog posts, creating worksheets or checklists, contributing to conversations/forums/group discussions.
- SEARCH ENGINE OPTIMIZATION:** Building and optimizing websites, social sharing, web design, subscriber and opt-in box creation, etc.
- DIRECT MAIL:** Creating marketing material (that adds value) and having it mailed to your prospects.
- ADVERTISING:** Print advertising in Chamber of Commerce or HR or other group publications, creating online ads for facebook, google adwords, twitter, etc.
- TELEMARKETING:** Proactively calling prospects to set appointments (or paying an outside service to generate leads through outgoing calls).
- TRADE SHOWS/EXHIBITING:** Setting up booths at various industry events, HR conferences, etc.
- PR/PUBLICITY:** Creating and maintaining goodwill through publicity and other non-paid forms of communication. These efforts may also include support of arts, charitable causes, education, sporting events, and other civic engagements.